WHAT IS CLAIMED IS:

1.   A method for analyzing subscription information, comprising:

    receiving a plurality of subscription information;

    archiving said plurality of subscription information into a repository;

    retrieving from said repository a plurality of selected subscription information;

    transforming said plurality of selected subscription information into transition table format information;

    populating a facts database with said transition format information to produce at least one of a plurality of facts tables with a summarization of said transition format information;

    denormalizing said summarization of said transition format information to produce a plurality of denormalized information; and

    providing a report based upon said denormalized information.

2   The method of claim 1, wherein denormalization comprises:

    populating selected information from at least one of a plurality of facts tables to a key table.

3.   The method of claim 2, wherein said facts tables are stored in a facts table database.

4.   The method of claim 3, wherein said key table is stored in a grouping table database.

5.   The method of claim 2, said at least one of a plurality of facts tables comprises at least one of

    source category table, a source table, a campaign table, a panels table.

6.   The method of claim 1, further comprising:

    receiving input of at least one criteria for at least one of a plurality of reports; and

    providing said report based upon said denormalized information according to said at least one criteria.

7.   The method of claim 1, further comprising:

2   receiving input of at least one criteria for at least one of a plurality of tables;

3 and

4   configuring said at least one of said plurality of tables based upon said at least

5 one criteria.

1   8. The method of claim 1, further comprising:

2   receiving input of at least one of a username and a password;

3   verifying whether said input of said at least one of a username and a password

4 corresponds to a user authorized to access reporting procedures; and

5   providing access to reporting procedures to said user if said user is determined

6 to be authorized.

1   9. The method of claim 8, further comprising:

2   verifying whether said input of said at least one of a username and a password

3 corresponds to a user authorized to access administrative procedures; and

4   providing access to administrative procedures to said user if said user is

5 determined to be authorized.

1   10. A method for analyzing subscription information, comprising:

2   receiving a plurality of subscription information;

3   archiving said plurality of subscription information into a repository;

4   retrieving from said repository a plurality of selected subscription information;

5   transforming said plurality of selected subscription information into transition

6 table format information;

7   populating a facts database with said transition format information to produce

8 at least one of a plurality of facts tables with a summarization of said transition format

9 information;

10   denormalizing said summarization of said transition format information to

11 produce a plurality of denormalized information, said denormalization comprising populating

12 selected information from at least one of a plurality of facts tables, stored in a facts table

13 database, to a key table, stored in a grouping tables database; and

14   providing a report based upon said denormalized information;

15   wherein said at least one of a plurality of facts tables comprises at least one of

16   source category table, a source table, a campaign table, and a panels table.

1   11.   The method of claim 10, further comprising:

2   receiving input of at least one criteria for at least one of a plurality of reports;

3 and

4   providing said report based upon said denormalized information according to

5 said at least one criteria.

1   12.   The method of claim 10, further comprising:

2   receiving input of at least one criteria for at least one of a plurality of tables;

3 and

4   configuring said at least one of said plurality of tables based upon said at least

5 one criteria.

1   13.   The method of claim 10, further comprising:

2   receiving input of at least one of a username and a password;

3   verifying whether said input of said at least one of a username and a password

4 corresponds to a user authorized to access reporting procedures; and

5   providing access to reporting procedures to said user if said user is determined

6 to be authorized.

1   14.   The method of claim 13, further comprising:

2   verifying whether said input of said at least one of a username and a password

3 corresponds to a user authorized to access administrative procedures; and

4   providing access to administrative procedures to said user if said user is

5 determined to be authorized.

1   15.   A computer program product for analyzing subscription information,

2 said computer program product comprising:

3   code that receives a plurality of subscription information;

4   code that archives said plurality of subscription information into a repository;

5   code that retrieves from said repository a plurality of selected subscription

6 information;

7   code that transforms said plurality of selected subscription information into

8 transition table format information;

9   code that populates a facts database with said transition format information to

10   produce at least one of a plurality of facts tables with a summarization of said transition

11   format information;

12   code that denormalizes said summarization of said transition format

13   information to produce a plurality of denormalized information, said denormalization

14   comprising populating selected information from at least one of a plurality of facts tables,

15   stored in a facts table database, to a key table, stored in a grouping tables database;

16   code that provides a report based upon said denormalized information; and

17   a computer readable storage medium for holding the codes.

1   16.   The computer program product of claim 15, further comprising:

2   code that receives input of at least one criteria for at least one of a plurality of

3   reports; and

4   code that provides said report based upon said denormalized information

5   according to said at least one criteria.

1   17.   The computer program product of claim 15, further comprising:

2   code that receives input of at least one criteria for at least one of a plurality of

3   tables; and

4   code that configures said at least one of said plurality of tables based upon said

5   at least one criteria.

1   18.   The computer program product of claim 15, further comprising:

2   code that receives input of at least one of a username and a password;

3   code that verifies whether said input of said at least one of a username and a

4   password corresponds to a user authorized to access reporting procedures; and

5   code that provides access to reporting procedures to said user if said user is

6   determined to be authorized. .

1   19.   The computer program product of claim 18, further comprising:

2   code that verifies whether said input of said at least one of a username and a

3   password corresponds to a user authorized to access administrative procedures; and

4   code that provides access to administrative procedures to said user if said user

5   is determined to be authorized.

1   20.   An apparatus for analyzing subscription information, comprising:

2   means for receiving a plurality of subscription information;

3   means for archiving said plurality of subscription information into a

4 repository;

5   means for retrieving from said repository a plurality of selected subscription

6 information;

7   means for transforming said plurality of selected subscription information into

8 transition table format information;

9   means for populating a facts database with said transition format information

10 to produce at least one of a plurality of facts tables with a summarization of said transition

11 format information;

12   means for denormalizing said summarization of said transition format

13 information to produce a plurality of denormalized information, said denormalization

14 comprising populating selected information from at least one of a plurality of facts tables,

15 stored in a facts table database, to a key table, stored in a grouping tables database; and

16   means for providing a report based upon said denormalized information.

1   21.   A system for analyzing subscription information, comprising:

2   at least one of a plurality of clients;

3   a web server; connected to said at least one of a plurality of clients by a

4 computer network;

5   an application server;

6   a database server; connected to said application server and said web server by

7 a communication medium, wherein said at least one client receives a plurality of subscription

8 information and forwards said plurality of subscription information via said web server and

9 said application server to said database server, which archives said plurality of subscription

10 information into a repository; and wherein

11   said application server retrieves from said repository a plurality of selected

12 subscription information and transforms said plurality of selected subscription information

13 into transition table format information; and wherein

14   said database server populates a facts database with said transition format

15 information to produce at least one of a plurality of facts tables with a summarization of said

16 transition format information; and wherein

17   said application server denormalizes said summarization of said transition

18 format information to produce a plurality of denormalized information, said denormalization

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19   comprising populating selected information from at least one of a plurality of facts tables,

20   stored in a facts table database, to a key table, stored in a grouping tables database; and

21   wherein

22   said application server provides a report based upon said denormalized

23   information.

1   22.   The system of claim 21, wherein said at least one of a plurality of

2   clients receives input of at least one criteria for at least one of a plurality of reports; and

3   forwards said input via said web server to said application server, which provides said report

4   based upon said denormalized information according to said at least one criteria.

1   23.   The system of claim 21, wherein said at least one of a plurality of

2   clients receives input of at least one criteria for at least one of a plurality of tables; and

3   forwards said input via said web server to said application server, which configures said at

4   least one of said plurality of tables based upon said at least one criteria.

1   24.   The system of claim 21, wherein said at least one of a plurality of

2   clients receives input of at least one of a username and a password; and forwards said input

3   via said web server to said application server, which verifies whether said input of said at

4   least one of a username and a password corresponds to a user authorized to access reporting

5   procedures; and provides access to reporting procedures to said user if said user is determined

6   to be authorized.

1   25.   The system of claim 24, wherein said application server verifies

2   whether said input of said at least one of a username and a password corresponds to a user

3   authorized to access administrative procedures; and provides access to administrative

4   procedures to said user if said user is determined to be authorized.